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PREPARATORY COMMITTEE FOR THE
FIFTIETH ANNIVERSARY OF THE
UNITED NATIONS
14th meeting
14 June 1994

COMMEMORATION OF THE FIFTIETH ANNIVERSARY
OF THE UNITED NATIONS

Information Note

Summary of global projects for the fiftieth anniversary
of the United Nations

1. The following summarizes the globally-oriented projects that are being undertaken within the purview of the fiftieth anniversary secretariat. They have been identified by selecting those projects from the several hundred submitted that best met the overall objectives of the fiftieth anniversary, as well as the project guidelines and criteria established by the secretariat.

2. National and/or local projects that are being initiated by Governments of Member States or by their National Committees, United Nations Associations and other non-governmental organizations (NGOs) are not included. A sampling of envisaged national activities is available upon request. In addition, the activities of NGOs and other partners are regularly reported upon in the UN50 Newsletter.

3. Reflected in the list is a clear distinction between projects currently being implemented and those in the development stage. The first category largely includes projects for which both funding and executing partners, whether private, governmental or non-governmental, have been identified or secured. Those in the development stage largely include projects for which funding and/or executing partners still remain to be identified or secured.

4. Since many of the projects under way are self-funded, they reflect the availability of resources of our executing partners. As the Preparatory Committee is aware, the fiftieth anniversary secretariat has not had resources

to solicit projects which required funding. At this point in time, it is envisaged that the current projects will be translated, to the extent possible and appropriate, into the official languages of the United Nations and will be available for distribution globally.

I. PROJECTS UNDER WAY

A. Publications

5. Pictorial Chronology of the United Nations. Approximately 400 archival photographs, each with a brief caption in English, French and Spanish. The book is being created by Smallwood and Stewart.

6. Children's History of the United Nations. To be written, illustrated, designed and edited by an extensive network of young people from around the globe. Peace Child International will coordinate the project, with the input of children from up to 100 countries. The book is expected to be available in the six official languages of the United Nations and in other languages.

7. Fifty Wishes for a Better World. A book by Jim Henson Associates to serve as a companion to For Every Child A Better World, now in its fourth printing. It will be a collection of fifty wishes, written and illustrated, of children between the ages of 3 and 11 from around the world. The book will provide a format for children to voice their concerns about the world and their future, and will underscore the United Nations long-standing commitment to these concerns. Jim Henson Productions' Kermit the Frog will be the book's host, guiding the reader through the wishes. The book will be translated into many languages.

8. A Global Affair: An Inside Look at the United Nations and its History. An illustrated book being produced by Jones and Janello. It will include pictorial sections, anecdotes and cartoons, as well as essays by journalists who have covered the United Nations during the past 50 years. Designed to appeal to the general reader, the book will showcase the unique nature of both the United Nations and those who have served the Organization.

9. A Vision of Hope. An illustrated magazine-format souvenir publication of approximately 300 pages appealing to the general reader. Regency Press of the United Kingdom of Great Britain and Northern Ireland will coordinate preparation of English, French and Spanish language editions and will co-produce editions in other languages. Publication of other language editions is being explored.

B. Film and television programming

10. Global Youth. A full-length feature film by Swedish film director Staffan Hildebrand depicting youth culture world wide with an accent on music. Through their own compositions, young musicians will address important global issues and personal concerns. The film will be shot in 15 cities around the world. In conjunction with the feature film, a television series will be produced to provide a more in-depth study of the young people who play major

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roles in the film. The film will also be accompanied by a music video and a global tour.

11. Under the Blue Flag. A four-part documentary which will examine the work of the United Nations across the spectrum, comparing and contrasting perspectives from Headquarters and the field and examining solutions to global issues. This joint United Kingdom/Swedish series will be distributed through the One World Group, a global consortium of public broadcasters.

12. Sean Devereux. A dramatization based upon extensive documentary and verbal testimony about the work and life of Sean Devereux, a UNICEF relief worker killed while serving on mission. Produced by Yorkshire Television, the film is being made with the support and active cooperation of Mr. Devereux's family. It will be approximately 102 minutes in length, and shot entirely on location in Africa. It will seek to promote interest in, and understanding of, the field work of the United Nations. To be broadcast in the United Kingdom in late 1994, and syndicated internationally during 1995, with accompanying school materials.

13. All-Star Popular Music Gala. A programme for global broadcast during the week of 24 October 1995. This will be the culmination of a year-long series of entertainment events in sites around the world.

14. The Right To Hope. Series of 50 ten-minute television programmes featuring the work of different artists. The series unites issues of conservation, sustainable development and cultural diversity. These short subjects are being produced by members of the One World Group of public broadcasters. The series will be broadcast weekly from the autumn of 1994 through the autumn of 1995, leading into a travelling international earth art exhibit, which will contain some of the works included in the television series. The exhibition project is being planned with support from the United Nations Educational, Scientific and Cultural Organization (UNESCO).

15. People. An animated television special adapted from the critically acclaimed children's book by Peter Spier. This one-hour special, produced by Lightyear Entertainment, explores cultural diversity through animation and music. With animation produced in Moscow and original songs featuring celebrity vocalists, the show will be viewed world wide in syndication.

C. Media campaigns

16. World-wide video campaign. Top commercial directors, writers and art directors from every region of the world have been invited to create and produce a series of public service announcements to promote a positive image of the United Nations and engender public enthusiasm for our common future goals. The videos, ranging in length from 30 seconds to 2 minutes, will be presented internationally on television and through alternate distribution, including movie theatres, schools and airlines.

17. Radio and print campaign. A world-wide education and communication campaign for radio, print and billboard to communicate the need for the United Nations as the multinational organization dealing with issues which transcend

national boundaries: poverty, hunger, disease, drug abuse and many others. The United Nations will develop materials which can be used on media provided by sponsors, broadcasters, print media and other supporters of the commemoration of the fiftieth anniversary of the United Nations.

18. News-media support. Most of the world's broadcasters, newspapers and news magazines are expected to provide extensive coverage of the United Nations during 1995. A number of special issues and sections about the United Nations are already being developed by leading publications.

D. Education and youth

19. Global teach-in. Schools world wide will be asked to dedicate a day or even a week to the study of the United Nations and the issues on its global agenda. The most appropriate time to hold special classes will be the week of 24 October 1995 (United Nations Day) to mark the fiftieth anniversary of the date the Charter of the United Nations came into effect.

20. Special training programmes for teachers are being arranged by United Nations Associations and National Committees for the Fiftieth Anniversary in cooperation with professional educators' associations, academic institutions and other local organizations to equip teachers better to conduct classes on the United Nations.

21. Supplementary educational materials. There is a recognised need to educate people, particularly young people, about issues on the agenda of the United Nations such as peace, human rights, development, health and the environment. In support of the global teach-in, supplementary educational materials are being developed in a variety of languages and will be in distribution by the Spring of 1995. In addition, there are plans by several countries to introduce national curricular materials on the United Nations in connection with the fiftieth anniversary. UNESCO and several international NGOs have expressed their willingness to aid in dissemination of these materials.

22. Several of the anniversary projects will generate materials intended for school use. These include Big Bird Goes To the United Nations, Global Youth, Sean Devereux and Under the Blue Flag.

23. Global citizen. As part of the special effort which will be made during the Anniversary year to engage the interest and support of children, a global citizen certificate will be issued which children may obtain by mail or telephone. Children will pledge to improve the global community, beginning with their own local communities. This project will be widely publicized in all youth-oriented anniversary activities. The result for the participant will be a sense of membership in, and a reminder of obligations to, the larger community. The project is intended to continue past 1995 with the support of United Nations Associations.

E. Conferences, symposia and scholarly initiatives

24. Conference series. To facilitate insight into the anniversary themes, tentatively under the working title "Global human security". Up to four meetings are being developed, focusing on themes such as food and hunger, the world economy, global health and the role of information technology. Up to 50 high-level business and academic participants will be involved. The conferences will be held in different locations world wide and will be a collaborative effort among the Secretariat, relevant United Nations organizations and outside partners.

F. Exhibits and public spaces

25. Dialogues of Peace. The major Anniversary art exhibit will be held at Geneva at the Palais des Nations and Ariana Park from June through October 1995. The exhibition will be organized by the Centre National d'Art Contemporain de Grenoble (MAGASIN) and will feature contemporary artists whose background and work reflect a marriage of diverse cultures and a link to United Nations goals and themes.

26. International Earth Art Exhibit. Building on the work of artists featured in the One World "A Right to Hope" television series, an exhibit is planned for a 12-nation tour to begin in late 1995 as part of the United Nations fiftieth anniversary, and to continue as part of the UNESCO fiftieth anniversary commemoration in 1996.

27. United Nations-related film series. To be held at the Museum of Modern Art, New York City, for a two-week period beginning 26 June 1995. The series will feature documentaries produced by the United Nations as well as other films which use the United Nations as a key setting, such as North by Northwest and Water. The possibility of a travelling version of the exhibit is also being explored.

G. Concerts and public events

28. Royal Philharmonic Orchestra UN50 world tour. The performances will be conducted by Royal Philharmonic Orchestra's music director, Vladimir Ashkenazy, and will include performances in up to 50 cities world wide. With the cooperation of resident musical groups in each city on the tour, world music forms will be incorporated into the concerts.

29. Asian Youth Orchestra. The summer 1995 Asia/United States of America tour of this group of talented young musicians from Asia and the Pacific will be dedicated to communicating messages about the goals and work of the United Nations.

30. United Nations Day concert by the New York Philharmonic. The performance will take place at Lincoln Center and will possibly include a live television broadcast.

31. San Francisco outdoor concert. To be held at Golden Gate Park on 25 June 1995, featuring popular music. With a small admission charge, upwards of 80,000 persons could be expected. The event will be staged by Bill Graham Productions.

32. International UN50 art auction. Organized by the World Federation of United Nations Associations (WFUNA) with the endorsement of the United Nations. The auction will feature major contemporary artists who reflect the diversity of cultures in the world and will raise money for United Nations and WFUNA educational and communications projects. The works will be donated by galleries, private collectors or the artists. Approximately 100 paintings and sculptures will be included, with 50 offered at live auction and the other 50 through a silent auction.

H. Commemorative items

33. Commemorative edition of the Charter of the United Nations. A presentation folio including a foreword by the Secretary-General, to be presented to Member States for their national archives.

34. Commemorative art calendar. To be used as a gift item in connection with the fiftieth anniversary. Zanders will produce the calendar, which will highlight the work of 12 noted artists with accompanying captions by well-known writers or other personalities.

35. Commemorative stamp programme. Almost every postal administration is planning to issue commemorative stamps of their own design honouring the fiftieth anniversary. A programme is being developed by the fiftieth anniversary secretariat, with advice from the United Nations Postal Administration, to organize a first-day-cover programme using these stamps.

II. PROJECTS IN THE DEVELOPMENT STAGE

A. Publications

36. Towards a Larger Freedom. An illustrated book highlighting the humanitarian work of the United Nations and its family of organizations. Produced by Granart, Inc. of Londonderry, Vermont, this publication aims, through photos and a vivid text, to capture the human dimension of the United Nations.

B. Film and television programming

37. Big Bird Goes to the United Nations. An hour-long television special produced by Children's Television Workshop for world-wide distribution, starring Big Bird and featuring international Sesame Street characters, performers and other celebrities. The project will also yield a music video, a home video, a CD/cassette and teaching materials.

C. Radio

38. A Day for the United Nations. Radio broadcasters (short wave, medium and long band) will be invited to include programming about the United Nations within their regular format on 24 October 1995.

D. Media campaign

39. United Nations Moments. A series of fifty vignettes, each highlighting a significant moment from the history of the United Nations, to be broadcast during 1995. An open international voice channel will permit use in many languages using celebrities popular with different audiences.

E. Education and youth

40. Youth forum. Given that 1995 is also the tenth anniversary of International Youth Year, consideration is also being given to holding a meeting of youths from around the world, which would be organized with the participation of interested NGOs. The Youth Forum is intended to enable the next generation to express its concerns and voice its hopes for the United Nations role in the next 50 years. Consideration is being given to a venue at San Francisco, in June 1995, although other sites and dates also remain under discussion.

41. Youth volunteer programme. This would involve young people aged 18 to 25 in United Nations field activities. The initiative is based on a 1992 pilot programme entitled "Youth partners in development", which sent young Canadians and Beninese to work on development projects in communities where the United Nations was active. The expanded proposal, presented by United Nations Volunteers, aims to involve 96 participants.

42. Design 21. This will feature multicultural designs and fashion from both developed and developing countries in an international show to be held in Paris in the autumn of 1995. The show will be the outcome of an international competition amongst young designers from fashion and design schools world wide. Its purpose is to foster partnership, demonstrate cultural diversity and afford opportunities for young people. An advisory committee, made up of well-known designers, will be established to adjudicate the competition and guide the show. Videotapes of the show, coverage in major publications and programme brochures will help publicize the event and serve as communication vehicles for key United Nations messages.

F. Exhibits and public spaces

43. United Nations Headquarters visitors centre. It is proposed that the public areas at United Nations Headquarters, the General Assembly public lobby, the tour route and the retail concourse area, be enhanced and updated to create a new visitors centre enabling people to experience first-hand and through dynamic displays the history and work of the United Nations. Changing and semi-permanent exhibitions and interactive modules, with a special emphasis on

displays that can engage the interest of children, will allow visitors to explore the full range of United Nations programmes, such as peace-keeping, economic development, humanitarian assistance and efforts to preserve both the world's cultural heritage and the environment.

44. Travelling exhibit. An easily assembled, travelling exhibit is being developed to reach audiences away from United Nations sites. Through utilization of computer technology, it will be an engaging exhibit employing a hands-on approach to learning about issues facing the United Nations. Versions will be available for indoor and outdoor use in different support environments.

45. Poster retrospective. This exhibit and book will celebrate fifty years of posters from the United Nations and its family of programmes and agencies.

G. Concerts and public events

46. Team '95 sports events. A series between national teams and all-star teams selected by a vote of fans. Matches will be staged in all five continents under the auspices of existing leagues and sports federations, such as leagues sanctioned by the International Federation of Association Football and the National Basketball Association. Other sports may be considered as appropriate to national interest.

H. Commemorative items

47. Commemorative coin programme. Many Member States are expected to issue legal tender coins bearing the emblem of the fiftieth anniversary. The coins will be used in general circulation to raise public awareness of the United Nations and will also be sold to collectors. While national mints will produce their own coins, publicity and international marketing will be coordinated by the British Royal Mint.